

2 of 8

Rep Firm  
Sales Office ( ) DALLAS  
Salesperson ( ) SHELLY MOONEY  
  
Salesperson Phone# 214-525-2668  
Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	600A-700A	MORNING NEWS	:30	\$900.00	09/17-09/28	0	0	0	\$0.00	
	Rating: 1.4											
	[MADE-GOOD BY LINE(S) 18 24]											
	18	W-F	600A-700A	MORNING NEWS	:30	\$900.00	09/19-09/21	5	1	5	\$4,500.00	
	Rating: 1.4											
	[MKGD FOR SPOTS MISSED ON LN #1: 9/17(5/WK)]											
	24	M,TH-F	600A-700A	MORNING NEWS	:30	\$900.00	09/24-09/28	4	1	4	\$3,600.00	
	Rating: 1.4											
	[MKGD FOR SPOTS MISSED ON LN #1: 9/24(4/WK)]											
	*2	M-F	600A-700A	MORNING NEWS	:30	\$1,200.00	10/01-10/05 10/15-10/19	2 2	1 1	2 2	\$4,800.00 ✓	
	Rating: 1.4											
	Sales Remark: V5 10/1 & 10/15 - 2X EACH											
	V5 More than 2 codes changed											

Rep Order# 8828872 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 36632

Printed: 10/02/2012 10:01 AM  
Last Received: 10/02/2012 9:49 AM  
Showing Buylines: All Lines

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Station KLAS-TV LAS VEGAS  
Advertiser ( ) REPUBLICAN JEW COAL  
Product REPUBLICAN JEWISH CO  
Estimate#  
Buyer LAURA LANCASTER  
Phone#  
Fax#

Agency ( ) JAMESTOWN ASSOCIATES  
5937 JONES CREEK RD, SUITE B  
BATON ROUGE, LA 70817

Agency C/P1/P2/E  
Flight Dates 09/17/2012 - 10/21/2012  
Hiatus Weeks

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	3	M-F	700A-900A	THE EARLY SHOW	:30	\$800.00	09/17-09/28	0	0	0	\$0.00	
Rating: 1.2				[MADE-GOOD BY LINE(S) 19 25]								
	19	W-F	700A-900A	THE EARLY SHOW	:30	\$800.00	09/19-09/21	4	1	4	\$3,200.00	
Rating: 1.2				[MKGD FOR SPOTS MISSED ON LN #3: 9/17(4/WK)]								
	25	M,TH-F	700A-900A	THE EARLY SHOW	:30	\$800.00	09/24-09/28	4	1	4	\$3,200.00	
Rating: 1.2				[MKGD FOR SPOTS MISSED ON LN #3: 9/24(4/WK)]								
	*4	M-F	700A-900A	THE EARLY SHOW	:30	\$1,000.00	10/01-10/12	2	2	4	\$4,000.00	✓
Rating: 1.2				Sales Remark: V5 10/1 & 10/8 2X EACH V5 More than 2 codes changed								
	5	M-F	900A-1000A	LIVE WITH KELLY	:30	\$750.00	09/17-09/28	0	0	0	\$0.00	
Rating: 1.5				[MADE-GOOD BY LINE(S) 20 26]								
	20	W-F	900A-1000A	LIVE WITH KELLY	:30	\$750.00	09/19-09/21	4	1	4	\$3,000.00	
Rating: 1.5				[MKGD FOR SPOTS MISSED ON LN #5: 9/17(4/WK)]								
	26	M,TH-F	900A-1000A	LIVE WITH KELLY	:30	\$750.00	09/24-09/28	4	1	4	\$3,000.00	
Rating: 1.5				[MKGD FOR SPOTS MISSED ON LN #5: 9/24(4/WK)]								

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	*6	M-F	900A-1000A	LIVE WITH KELLY	:30	\$850.00	10/01-10/05 10/15-10/19	2 2	1 1	2 2	\$3,400.00 ✓	

Rating: 1.5

Buyline Comment: 10/1 & 10/15 - 2X EACH ONLY  
Sales Remark: V5 10/1 & 10/15 - 2X EACH ONLY  
V5 More than 2 codes changed

7	M-F	1200P-1230P	NOON NEWS	:30	\$750.00	09/17-09/28	0	0	0	\$0.00
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Rating: 1.4

[MADE-GOOD BY LINE(S) 21 27]

21	W-F	1200P-1230P	NOON NEWS	:30	\$750.00	09/19-09/21	3	1	3	\$2,250.00
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Rating: 1.4

[MKGD FOR SPOTS MISSED ON LN #7: 9/17(3/WK)]

27	M,TH-F	1200P-1230P	NOON NEWS	:30	\$750.00	09/24-09/28	3	1	3	\$2,250.00
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Rating: 1.4

[MKGD FOR SPOTS MISSED ON LN #7: 9/24(3/WK)]

*8	M-F	1200P-1230P	NOON NEWS	:30	\$850.00	10/01-10/19	1	3	3	\$2,550.00 ✓
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Rating: 1.4

Buyline Comment: 1X EACH WEEK  
Sales Remark: V5 1X EACH WEEK  
V5 More than 2 codes changed

9	M-F	500P-630P	EVENING NEWS ROTATOR	:30	\$1,300.00	09/17-09/28	0	0	0	\$0.00
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Rating: 2.2

[MADE-GOOD BY LINE(S) 22 28]

22	W-F	500P-630P	EVENING NEWS ROTATOR	:30	\$1,300.00	09/19-09/21	9	1	9	\$11,700.00
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Rating: 2.2

[MKGD FOR SPOTS MISSED ON LN #9: 9/17(9/WK)]

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	28	M,TH-F	500P-630P	EVENING NEWS ROTATOR	:30	\$1,300.00	09/24-09/28	8	1	8	\$10,400.00	
	Rating: 2.2											
	[MKGD FOR SPOTS MISSED ON LN #9: 9/24(8/WK)]											
	*10	M-F	500P-630P	EVENING NEWS ROTATOR	:30	\$1,500.00	10/01-10/05	4	1	4	\$9,000.00	
							10/08-10/12	2	1	2		
	Rating: 2.2											
	Buyline Comment: 10/1 4X & 10/8 2X											
	Sales Remark: V5 10/1 4X & 10/8 2X											
	V5 More than 2 codes changed											
	11	M-F	1100P-1135P	NEWS AT 11P	:30	\$1,900.00	09/17-09/28	0	0	0	\$0.00	
	Rating: 2.7											
	[MADE-GOOD BY LINE(S) 23 29]											
	23	W-F	1100P-1135P	NEWS AT 11P	:30	\$1,900.00	09/19-09/21	2	1	2	\$3,800.00	
	Rating: 2.7											
	[MKGD FOR SPOTS MISSED ON LN #11: 9/17(2/WK)]											
	29	M,TH-F	1100P-1135P	NEWS AT 11P	:30	\$1,900.00	09/24-09/28	2	1	2	\$3,800.00	
	Rating: 2.7											
	[MKGD FOR SPOTS MISSED ON LN #11: 9/24(2/WK)]											
	*12	M-F	1100P-1135P	NEWS AT 11P	:30	\$2,200.00	10/01-10/05	2	1	2	\$8,800.00	
							10/15-10/19	2	1	2		
	Rating: 2.7											
	Sales Remark: V5 10/1 & 10/15 2X											
	V5 More than 2 codes changed											
	13	SU	630A-800A	CBS SUN MORNING	:30	\$1,500.00	09/23-09/30	2	2	4	\$6,000.00	
	Rating: 2.6											

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Salesperson Phone# 214-525-2668  
Salesperson FAX#

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	*14	SU	630A-800A	CBS SUN MORNING	:30	\$2,000.00	10/07-10/21	0	0	0	\$0.00	
Rating: 2.6												
Sales Remark: V5 CONVERTING TO :60'S												
V5 Comment Changed, Spots/week Changed												
	15	SU	800A-830A	NEWS NOW	:30	\$1,500.00	09/23-10/21	1	5	5	\$7,500.00	
Rating: 2.3												
	16	SU	1100P-1135P	NEWS AT 11P	:30	\$900.00	09/23-09/30	1	2	2	\$1,800.00	
Rating: 2.0												
	17	SU	1100P-1135P	NEWS AT 11P	:30	\$1,100.00	10/07-10/21	1	3	3	\$3,300.00	
Rating: 2.0												
	*30	M-F	600A-700A	MORNING NEWS	:60	\$2,400.00	10/01-10/12	1	2	2	\$9,600.00	
Rating: 1.4												
Sales Remark: V5 NOW :60'S												
V5 Added												
	*31	M-F	700A-900A	THE EARLY SHOW	:60	\$2,000.00	10/01-10/05	1	1	1	\$8,000.00	
Rating: 1.2												
Sales Remark: V5 NOW :60'S												
V5 Added												
							10/08-10/12	2	1	2		
							10/15-10/19	1	1	1		

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*32	M-F	900A-1000A	LIVE WITH KELLY	:60	\$1,700.00	10/01-10/05	1	1	1	\$6,800.00	
							10/08-10/12	2	1	2		
							10/15-10/19	1	1	1		

Rating: 1.5

Sales Remark: V5 NOW :60'S  
V5 Added

	*33	M-F	1200P-1230P	NOON NEWS	:60	\$1,700.00	10/01-10/19	1	3	3	\$5,100.00	
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Rating: 1.4

Sales Remark: V5 NOW :60'S  
V5 Added

	*34	M-F	500P-630P	EVENING NEWS ROTATOR	:60	\$3,000.00	10/01-10/05	2	1	2	\$27,000.00	
							10/08-10/12	4	1	4		
							10/15-10/19	3	1	3		

Rating: 2.2

Sales Remark: V5 NOW :60'S  
V5 Added

	*35	M-F	1100P-1135P	NEWS AT 11P	:60	\$4,400.00	10/08-10/12	1	1	1	\$4,400.00	
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Rating: 2.7

Sales Remark: V5 NOW :60  
V5 Added

	*36	SU	630A-800A	CBS SUN MORNING	:60	\$4,000.00	10/07-10/21	1	3	3	\$12,000.00	
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Rating: 2.6

Sales Remark: V5 CONVERTING TO :60'S  
V5 Added

---REPORT TOTALS---

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Salesperson FAX#

Report Totals: 119 / \$178,750.00

---SALES MONTHLY TOTALS---

Sep 12: 60 / \$65,500.00 Oct 12: 59 / \$113,250.00

Sales Totals: 119 / \$178,750.00

Station Totals: 119 / \$178,750.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$993,056	CABL 0%	KLAS 18%	KSNV 50%	KTNV 19%	KTUD 0%
		KVCW 0%	KVMY 0%	KVVU 13%	UNKN 0%	

---COMPETITIVE COMMENTS---

COMP. SHARES ARE ESTIMATED

Books NOV11  
Demos RA3564